

Job Title:	<b>Social Media Specialist</b>	Team:	<b>Marketing</b>
Reports to:	<b>Senior PR &amp; Content Manager</b>	Reporting in:	<b>None</b>

**Role Summary and Job Purpose:**

We're on the lookout for an inspirational, travel-loving visual storyteller to help us bring our awesome worldwide adventures to life across social media. Working closely with our PR & Content Manager you'll develop and oversee a global social media content plan, designing and executing captivating campaigns with a focus on growing and engaging social communities, particularly in the UK and North America.

An ability to inspire and capture imaginations is essential, as is a flair for producing compelling copy and beautiful artwork. You're a natural enthusiast, sharer and inspirer who has a way with words that compels people to click, comment or find out more, as well as an eye for visual communication to ensure that the content produced is truly engaging in every sense. A creative thinker, you'll be happiest dreaming up big ideas and making them happen – working with the whole marketing team on cross-channel campaigns and working with customers and partners, ambassadors and influencers on content that inspires, entertains and grows the Explore network. You'll also be confident in using data to measure and report on success.

**Explore**

With over 40 years' experience in operating unforgettable tours in all seven continents, we're huge believers that travel should be a force for good in the world. Sustainability has always been at the heart of what we do, as has the ethos of continual improvement. A trusted brand - a Feefo Gold Service Award holder - Explore prides itself on doing the right thing – by its staff, its customers, and the planet. Every member of the Explore team actively contributes to the company's success. There is a flexible and open working culture in which the entire team works together, striving for excellence, in a dynamic business environment.

**Explore Values**

We want to have a positive impact on people and the planet. And we choose only to work with others who can look us in the eye and say the same thing.

We're curious, ambitious and quick-to-adapt. We work relentlessly to improve our business, and to provide exceptional experiences for those who entrust us with their travels.

Diversity is to be celebrated. Life would be dreary, and change would be slow, if we all thought the same way. We challenge our ideas, each other, and our business partners - always with respect and kindness. As we believe that's the way to grow our business (and be able to sit down for a drink together at the end of the day).

In a complicated world that's full of potential, we have a simple mantra for ourselves: be better than yesterday.

### **Key Responsibilities:**

- A creative mind, you'll produce inspiring, creative and commercially-driven ideas for use across social media channels, with tailored content across the US and UK.
- To deliver campaigns and content to deadlines, including writing copy, choosing images, briefing the Designer and Media Executive for visual and video content, building and thoroughly testing campaigns prior to sign off and send, and checking automated campaigns are running as they should.
- To work with other teams across the business to build stories and content, including product and design.
- To be comfortable using and interpreting performance data to optimise social media and email content, including working closely with the Digital Marketing team to perform A/B Testing of various campaigns to establish effectiveness, and optimise for future use.
- To work closely with the Senior PR & Content Manager to manage the Explore community, including influencers, on social media. Responding to the community with timely, on-brand responses.
- To assist and support in times of an issue/crisis, particularly supporting communication through social media channels, working closely with the Senior Content & Communications Manager and Customer Relations team. Note this may require work out of hours now and again.
- To work closely with the wider Marketing and Product teams to ensure all content is consistent, factually accurate, engaging, on brand and optimised for SEO where required. Maintain the Explore tone of voice across all channels.
- You'll help deliver on international expansion plans via social media plans and platforms.
- To be able to work at pace, prioritise workload and maintain accuracy at all times.
- To keep up to date with current trends and changes in the social media landscape and content

### **Person specification**

- A focussed, self-motivated individual with creative flair and commercial awareness who will bring marketing strategies to life
- A creative individual that thrives on delivering exciting and compelling campaigns and content.
- A highly effective individual who has an absolute eye for detail and is focussed on improving business performance through exceptional campaign execution, reporting and evaluation.
- A team player with an ability to 'muck in' and support the wider Marketing Team when necessary.

### **Benefits**

- Work life balance is important to us at Explore and we're open to discussion on working hours. The role is full time 37.5 hours per week, although we are happy to consider a different working week for the right person.
- Hybrid working, with two days per week in our office in Farnborough, Hampshire.
- The option to work from anywhere, anywhere in the world, for up to six weeks per year.

- There'll be a requirement for the chosen candidate to travel on a week-long (8 day) Explore trip in Europe within the first few months of joining. A valid passport is, therefore, essential. Explore will cover the cost of the trip and transport (plus an allowance for food).
- You'll start with 25 days holiday a year (pro rata).
- Pension scheme and life assurance.
- A generous holiday discount scheme on holidays across the Hotelplan range. Everything from adventure tours to ski holidays.
- A healthcare cashback scheme that allows you to claim back money on a number of healthcare costs – including dental treatments and optician costs.
- A bar and games room at HQ.
- We subscribe to the 'Cycle to Work' scheme.
- Employment Assistance Programme – a 24/7 helpline offering practical and emotional support for a whole range of issues.